

MODULE DESCRIPTION – ACADEMIC YEAR 2020-2021

Field	Design and Fine Arts		
Program	MAS in Design for Luxury and Craftsmanship		
Major	-		
Module title	Luxury and entrepreneurship – IMD Business School (Foundations of Business)		
Code	MAS DLC 4	DDI303612FE20	
Course type	Master of Advanced Studies		
Semester	Semester 2		
ECTS credits	2		
Prerequisites	None		
Languages	English		
Place	IMD Business School Lausanne		

Skills targeted General learning objectives	<p>The aim of this module is to teach a basic knowledge of entrepreneurship and business in general, with the emphasis on the luxury industry.</p> <p>These basics are learned by constantly comparing an understanding of market realities with the expected capacity of the luxury industry. This should enable students to put into perspective the creative processes of their design practices in the light of consumers' changing needs, competitiveness between companies and the development potential of these commercial companies.</p> <p>This module is closely linked to the concept of business innovation.</p>
Teaching content and form	<p>A 3-day programme at the IMD Business School, Lausanne, based on the fundamental aspects of business.</p> <p>Students attend presentations on topics specific to the 3 IMD professors and have discussions with them and among themselves during participatory exercises, such as interactive discussions on case studies, so as to put the information received into practice. Preparatory exercises are also to be completed before the beginning of the module.</p> <p>The aim of the first day is to convey a global and practical vision of the changing environment of the luxury industry in all its sectors (fashion, accessories, furniture, cosmetics, automotive, etc.). New trends - and their impact on building the desirability of a luxury brand - will be discussed. The second day will enable students to understand and explore the commercial value they could create through an entrepreneurial project. The third day will be dedicated to understanding and putting into practice the crucial steps to be taken for a successful launch of one's own business.</p>
Forms of assessment and validation	<p>The module is assessed on the basis of the student's active participation in the programme as well as on a report remitted to the person in charge of the MAS DLC at the end of the 3 days.</p> <p>The student must gain a minimum grade of 4 to obtain the credits.</p>
Remedial teaching	<p>No remediation possible.</p> <p>The module must be repeated in the following months, according to procedures to be agreed with the director of the module.</p>
Professors	Cyril Bouquet, Peter Vogel & Stéphane Girod, professors at IMD Business School, Lausanne

In charge of the module	Nicolas Le Moigne		
Description validated on	7 September 2020	By	Nicolas Le Moigne

The French text is authentic.